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Filing date: **08/19/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91199706
Party	Defendant Lorillard Licensing Company, LLC
Correspondence Address	HOWARD A MACCORD JR. MACCORD MASON PLLC 300 N GREENE STREET, 1600 WACHOVIA TOWER GREENSBORO, NC 27401 UNITED STATES dcottelli@maccordmason.com
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Jason Nardiello
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Signature	/Jason Nardiello/
Date	08/19/2011
Attachments	Notice of Appearance.pdf (3 pages)(62611 bytes)

In the matters of: Application Serial No. 85/111,881 for the mark SMOKING PLEASURE;
Application Serial No. 85/111,876 for the mark SMOKING PLEASURE WITHOUT
MENTHOL; and
Application Serial No. 85/095,824 for the mark NON-MENTHOL PLEASURE

R.J. REYNOLDS TOBACCO COMPANY

Opposer,

V.

LORILLARD LICENSING COMPANY, LLC

Applicant.

Opposition No. 91199706

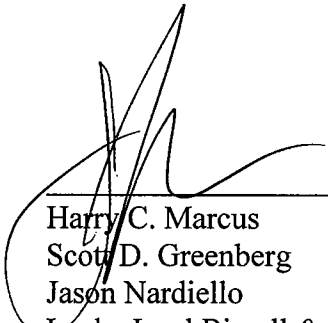
Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

NOTICE OF APPEARANCE

PLEASE TAKE NOTICE THAT the undersigned counsel hereby enter their appearance as attorneys for Lorillard Licensing Company, LLC in the above-referenced Opposition, and request that all correspondence be directed to the address listed below and that all pleadings and other papers served, or required to be served, in the Opposition, be given to and given to and served upon the following:

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Dated this 19th day of August 2011



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**Attorneys for Applicant
Lorillard Licensing Company, LLC and**

CERTIFICATE OF SERVICE

The undersigned certifies that a copy of the foregoing Notice of Appearance was sent via U.S. mail, postage prepaid, in this 19th day of August 2011.



A handwritten signature in black ink is positioned above a horizontal line. The signature is stylized, featuring a large, sweeping 'S' or 'C' shape on the left, followed by a series of loops and a final horizontal stroke on the right.